

Identifying Shopify Plus Merchants

Use this guide as a cheat sheet, along with the [How to Sell Shopify Plus](#) white paper, to identify and recommend Shopify Plus to your clients. Ideal Shopify Plus merchants are those who meet one or more of these prerequisites. Contact Partner Support with any questions.

Current merchant problem	How Shopify Plus can help
Their on-premise platform crashes during high volume periods.	We provide extra bandwidth, unlimited SKUs, 99.97% uptime, 500,000 hits per minute, and 7000+ CPU Cores.
The cost of IT maintenance is becoming unwieldy as their company grows past \$500k/year.	Our predictable cost structure delivers a low TCO so they can focus on business growth.
They have multiple store needs for international, multi-region expansion (language, currency, taxes, etc.).	They receive 9 expansion stores for multi-currency and multi-language purposes. Our Avalara integration provides tax compliance in all 50 US states and 200+ countries internationally.
They need Enterprise Resource Planning integrations.	Our standardized RESTful APIs allow for integrations with Enterprise Resource Planning tools like Netsuite, Sage, Microsoft Dynamics, and more.
They require page developers for basic changes to their user experience, and/or need fully customizable front-end design on all pages, including checkout.	On Shopify Plus, page developers are not required to manage their front-end design. They'll receive a customizable checkout on their own URL, plus PCI DDS Level 1 Compliance with an SSL certificate included (at no additional cost).
They need percentage-based, fixed amount, or free shipping on select item discounts.	They can access our Discounts API and Shopify Scripts, as well as create logic-based, conditional discounts on select items.
They need help with analytics configurations, report building, sophisticated custom website requirements, or general questions about the platform.	They'll receive a dedicated Merchant Success Manager, 24/7 Tier 1 Priority Support, and Shopify Plus Solutions Engineers, all of whom are eager to help with requirement analysis and solutions design.